

Title (en)

Advertisement in an end-user controlled playback environment

Title (de)

Werbung in einer endbenutzergesteuerten Wiedergabeumgebung

Title (fr)

Publicité dans un environnement de lecture contrôlé par un utilisateur final

Publication

**EP 2083570 A3 20100113 (EN)**

Application

**EP 09002793 A 20010114**

Priority

- EP 01900610 A 20010114
- US 17621500 P 20000114
- US 17996800 P 20000203

Abstract (en)

[origin: WO0152541A1] This invention discloses a method for displaying advertisements transmitted to a user unit, the method includes receiving, at the user unit, at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed and only if the delay tag allows delaying display of the at least one advertisement, storing the at least one advertisement at the user unit, retrieving the at least one advertisement and displaying the at least one advertisement. A billing system for reporting a commercial broadcast to a multiplicity of users is also disclosed.

IPC 8 full level

**H04N 5/00** (2011.01); **H04N 7/16** (2011.01); **H04N 7/173** (2011.01); **H04N 7/24** (2011.01)

CPC (source: EP US)

**H04N 5/76** (2013.01 - EP US); **H04N 7/163** (2013.01 - EP US); **H04N 7/165** (2013.01 - EP US); **H04N 7/17354** (2013.01 - EP US); **H04N 21/23424** (2013.01 - EP US); **H04N 21/25435** (2013.01 - EP US); **H04N 21/2547** (2013.01 - EP US); **H04N 21/25883** (2013.01 - EP US); **H04N 21/4181** (2013.01 - EP US); **H04N 21/4331** (2013.01 - EP US); **H04N 21/4333** (2013.01 - EP US); **H04N 21/4353** (2013.01 - EP US); **H04N 21/44016** (2013.01 - EP US); **H04N 21/4532** (2013.01 - EP US); **H04N 21/454** (2013.01 - EP US); **H04N 21/458** (2013.01 - EP US); **H04N 21/47815** (2013.01 - EP US); **H04N 21/6543** (2013.01 - EP US); **H04N 21/812** (2013.01 - EP US); **H04N 21/84** (2013.01 - EP US)

Citation (search report)

- [X] EP 0969666 A2 20000105 - TOKYO BROADCASTING SYST [JP]
- [A] WO 9966719 A1 19991223 - WEBTV NETWORKS INC [US]
- [A] KOHDA Y ET AL: "UBIQUITOUS ADVERTISING ON THE WWW: MERGING ADVERTISEMENT ON THE BROWSER", COMPUTER NETWORKS AND ISDN SYSTEMS, NORTH HOLLAND PUBLISHING. AMSTERDAM, NL, vol. 28, 1 May 1996 (1996-05-01), pages 1493 - 1499, XP002037594, ISSN: 0169-7552

Designated contracting state (EPC)

AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR

DOCDB simple family (publication)

**WO 0152541 A1 20010719**; AU 2544501 A 20010724; EP 1169858 A1 20020109; EP 2076036 A2 20090701; EP 2083570 A2 20090729; EP 2083570 A3 20100113; EP 2271093 A1 20110105; IL 145314 A0 20020630; US 2002138831 A1 20020926; US 2008109842 A1 20080508; US 2008127251 A1 20080529; US 2010070993 A1 20100318; US 2011093884 A1 20110421; US 7340760 B2 20080304; US 7647609 B2 20100112; US 7882519 B2 20110201; US 8732750 B2 20140520

DOCDB simple family (application)

**IL 0100035 W 20010114**; AU 2544501 A 20010114; EP 01900610 A 20010114; EP 09002793 A 20010114; EP 09002794 A 20010114; EP 10010000 A 20010114; IL 14531401 A 20010114; US 62443009 A 20091124; US 639208 A 20080102; US 640208 A 20080102; US 91474701 A 20011127; US 97542610 A 20101222